

From: [Jon Entine](#)
To: [Pamela Ronald](#)
Cc: [Alison Van Eenennaam](#); [Denneal Jamison-McClung](#); [Stephanie Gorski](#)
Subject: Re: Public event planning
Date: Thursday, March 19, 2015 7:12:09 PM

Pam,

I'm traveling over the next 10 days. I think the draft agenda should emerge out of Davis, and then we can jump in from there. Probably have to await for when you and Denneal can get together. Once you have a realistic core idea, we can brainstorm from there.

Jon

On Mar 19, 2015, at 3:06 PM, Pamela Ronald <pcronald@ucdavis.edu> wrote:

Yes, we would appreciate your involvement. I am traveling and Denneal has other commitments. This is a lot for Shannon to handle on her own.

The first step is for someone to draft our ideal agenda for the 4 (?) hour event and draft invitations. Anybody? If not, I can do this when I return. I will ask Shannon to book conference services for registration.

All the best,
Pam

On Mar 20, 2015, at 2:01 AM, Jon Entine <jon@jonentine.com> wrote:

I'm eager to help out in conceptualization and planning as requested/invited. Steph is a whiz at all aspects of this, and even has templates for invitations and other things, and can help as well. We also have the organizing team for the BLP, which includes Cami Ryan, Bruce Chassy and Jay Byrne. All of us are committed to Davis until Wednesday evening (do we want to have a dinner event??, w/Breakthrough Institute picking up part of costs????).

So let us know to what degree you'd like us to be involved.

Jon

On Mar 19, 2015, at 2:55 PM, Pamela Ronald <pcronald@ucdavis.edu> wrote:

I agree with Jon. It would be great to launch the public event with some such discussion and combination of people. We will invite bitumen (and possibly Foley) ASAP

I am in Canada, back near the end of the week.

Shannon and Denneal will help me organize the public event. Alison, do you have time to be involved? We need to:

1. draft tentative agenda
2. write letters of invitation
3. plan a food aspect of the event
4. Set up conference services contract to organize registration
5. publicity!!! I would like a turnout of 1000 if we can swing it (or however many the room holds)

Other?

All the best,
Pam

On Mar 20, 2015, at 1:42 AM, Jon Entine
<jon@jonentine.com> wrote:

Multiple times, via emails from Pam and me and from his new friends at Big M. His 'team' acknowledged that he received the invites (2-3 weeks ago, and again last week), but have gotten no response. We only have emails, so we are prepared to 'give up' with hopes that we might be surprised. If you have any other suggestions, that would be great.

A 'discussion' between Bittman, Pam, Raoul and some skeptics, maybe you and others, could be a scintillating event. Wrap that in with a cook off using GMO and organic foods, comparing sustainability and other factors to spark discussion, and we could have a great event. Breakthrough Institute has offered to help underwrite and promote the cook off part of it...we just need to conceptualize.

Jon

On Mar 19, 2015, at 9:26 PM,
Alison Van Eenennaam
<alvaneennaam@ucdavis.edu
> wrote:

Did you ask Bill Nye?

From: Jon Entine
[<mailto:jon@jonentine.com>]
Sent: Thursday, March 19, 2015
6:26 PM
To: Alison Van Eenennaam
Cc: Pamela Ronald; Denneal
Jamison-McClung; Stephanie Gorski
Subject: Re: Best Food Facts is
Coming to UC Davis Again!

great news. We have not heard
from Bill Nye.

On Mar 19, 2015,
at 9:18 PM, Alison
Van Eenennaam
<alvaneennaam@ucdavis.edu
>
wrote:

I also wanted to
make everyone
aware that
apparently Mark
Bittman
[http://food.berkeley.edu/visiting-
scholars-fellows/](http://food.berkeley.edu/visiting-scholars-fellows/)

is on "sabattical" to
UC Berkeley [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] Hence
he may be inclined
to try to accept an

invitation to June
IFAL event to show
he is interested in
academic
discussions.....

From: Jon Entine
[<mailto:jon@jonentine.com>]
Sent: Thursday,
March 19, 2015 6:05
PM
To: Pamela Ronald
Cc: Denneal Jamison-
McClung; Alison Van
Eenennaam;
Stephanie Gorski
Subject: Fwd: Best
Food Facts is Coming
to UC Davis Again!

For the June 3
IFAL event.

Let's see if we can
figure out a way to
involve Best Food
Facts with the
IFAL event...
perhaps with
cooking component
we've been
discussing?

Jon

From:
Alison
Van
Eenen
naam
<alvan.eenen naam@ucdavis.edu>
To: